

CD70-OWI-007

Revision D

EFFECTIVE DATE:10/17/02

ORGANIZATIONAL ISSUANCE

CD70

Media Visits

APPROVING
AUTHORITY

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TITLE

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CD70 10/17/02

CHECK THE MASTER LIST-
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		09/08/99	Baseline
Revision	A	11/10/99	Revised Applicable Document List
Revision	B	03/01/00	Revised Applicable Document List
Revision	C	09/19/02	Revised Applicable Document List
Revision	D	10/17/02	Revised Applicable Document List

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1. PURPOSE

This instruction establishes the procedures and responsibilities performed by the Media Relations Department (CD70) that relate to Media Visits to the Center including products or services supplied by MSFC to TV/Motion Picture Production Companies.

2. APPLICABILITY

The procedure applies to Media visits to the Center by any news or entertainment media representatives.

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MPD 1380.1 *Release of Information to News and
Information Media*

CD01-OWI-001 *CaER Directorate Organization Document
Control Process*

4. DEFINITIONS

Responsible Media Relations or Information Specialist - The specialist within the Media Relations Department with assigned responsibility for a program or task.

5. INSTRUCTIONS

5.1 When news media propose a visit to the Center, the request should include the following information: affiliation, purpose of visit, subject(s) to be covered or researched, proposed dates, product expected to result from the visit (i.e. educational video, news video, print article, audio broadcast, etc.). Requests for visits may be verbal, by e-mail, or faxed to the Center. Requests for accreditation must be in writing on affiliation letterhead. The Media Relations Department manager or designee will approve news media visit requests and will determine if accreditation is required as a prerequisite to visit.

5.1.1 If proposed visit focuses on one subject area, the responsible Media Relations Department

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Specialist will coordinate the visit and enlist a representative of that subject area to fulfill interview requests and provide relevant visual or print material in support of the interview.

5.1.2 If the proposed visit is to cover multiple subjects or focus on the Center in general, the Information Specialist will coordinate the visit, with assistance and/or inputs from Media Relations specialists and Center programs and projects as appropriate.

5.2 The NASA HQ Public Affairs Office Multimedia Manager will be informed of requests made by entertainment (as opposed to news) media; and will approve or disapprove the request. If approved and the requestor has requirements that would cause significant cost impact to the Center, HQ will lead in establishing a Memorandum of Understanding between NASA and the production companies as to cost incurred.

5.2.1 After onsite filming is approved, coordination with the appropriate institutional or program management will be finalized, and Media Relations personnel will facilitate interview opportunities or requested filming locations. A Media Relations Specialist will act as interface with Center personnel and the production company to ensure adherence with all safety and security policies. Media Relations Department personnel will act as escorts at all times when production companies are onsite.

5.3 Media Relations Department personnel will clear incoming media visitors through the Army Security guards at the Redstone Arsenal gates by calling 876-4195 or 876-4198 in advance of the visit. Media visitors to the Center will be issued badges, either at the Bldg. 4200 reception desk or at Bldg. 4312. At this point the Media Relations Department is contacted and begins the visit. Essential information about media visitors will be entered in a Media Visitor logbook, including visitors' names, affiliation, date, purpose of visit and name of escort. Media visitors who are U.S. citizens and are not members of a

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production company will be escorted as deemed appropriate by the Media Relations Department manager or designee. The Media Relations Department will collect all media visitor badges daily (this includes visitors who are badged for multiple days) before the visitor exits the Center. Badges will be returned to visitors arriving the following day.

- 5.4 If international media have requested to visit the Center, these requests will be reviewed by a Media Relations Specialist and then coordinated with the NASA PAO for the HQ International Relations Office and other HQ PAO's as appropriate. The visit will also be coordinated with the Centers Protective Services Department prior to the visit(as far in advance of the requested visit date as possible). Representatives of the International media who are not U.S. citizens will be required to provide passport information.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS:

Apendix A - NASA Office of Public Affairs Policy for Accrediting Media Representatives

9. RECORDS:

A Media Visitor Logbook is maintained and controlled in 4200/Room 107 by the Media Relations Department Records Custodian.

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

12. FLOW DIAGRAM: None

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APPENDIX A

NASA Office of Public Affairs Policy for Accrediting Media Representatives

I. General Policy

As a publicly funded agency charged with disseminating information about its programs as widely as practicable, NASA is committed to making access to its facilities and personnel as free and open as possible. To that end, it is the policy of NASA's Office of Public Affairs and the public affairs directorates at NASA field centers to provide press accreditation to all bona fide media representatives, along with necessary access to NASA facilities and officials.

II. Requirements for Accreditation

To obtain press accreditation, a media representative must be:

a) employed by a legitimate news-gathering organization, including, but not limited to, newspapers, magazines, trade newsletters, television or radio stations, independent production companies or Internet news sites;

or

b) a free-lance writer or producer on assignment from a legitimate newsgathering organization.

Requests for accreditation must be submitted in writing (whether delivered in person or transmitted by fax) on the letterhead of the requesting media organization. These requests should be sent to the News Chief of the NASA facility where accreditation is being sought. For coverage of Space Shuttle missions requiring access to more than facility, NASA will issue one credential permitting access to multiple facilities.

At its discretion, NASA also issues long-term media credentials (typically valid for one year) to media whose assignments require frequent access to a NASA facility.

III. "Legitimate News-Gathering Organizations"

A legitimate newsgathering organization is defined as an organization that meets these four criteria:

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- a) it publishes or broadcasts on a regular basis,
- b) represents a collective, organizational editorial voice, not simply the offerings of a single individual,
- c) engages in first-hand reporting on NASA-related news events, AND
- d) its employee(s) or representative(s) requesting accreditation devote their chief attention to -- or derive more than one half their earned income from -- the gathering and reporting of news.

IV. Privileges of Accreditation

Once accredited, a media representative will be afforded all privileges offered to all other accredited representatives, including entry to NASA briefings, opportunities to interview NASA officials and access to NASA facilities open to the press.

V. Terms of Accreditation

Access to working space: NASA centers will try to provide access to working space for all accredited media. However, working space and other resources are limited. During high-visibility events, NASA centers may not be able to accommodate all requests for working space and will allocate those resources at their discretion.

Access to facilities: For safety and programmatic reasons, NASA centers may limit reporters' access to specific sites. The Office of Public Affairs will work with media representatives to gain appropriate access to those facilities when news events warrant. In general, NASA strives to provide ready access to people and facilities on a non-interference basis. Safety and the successful completion of its missions are NASA's first priorities. At the same time, fair and open access to NASA personnel and activities is an extremely high priority.

Where conflicts arise between these goals, the Office of Public Affairs will strive to reach accommodation as quickly and fairly as possible. For example, in high interest events or contingencies, NASA may choose, at its discretion, to form a media pool to allow access for the press while creating minimum interference with programmatic needs.

Access to NASA personnel: The Office of Public Affairs will make every reasonable effort to obtain interview opportunities for reporters with any NASA official. However, the availability of specific personnel will always be subject to the needs of NASA's programs. In cases where a specifically requested individual is

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unavailable, the Office of Public Affairs will endeavor to find a suitable substitute.

Occasionally events occur that are of wide media interest, for which there are a very small number of qualified NASA spokespersons. In that event, the Office of Public Affairs will endeavor to create opportunities, such as press conferences, that will give the largest number of media a chance for interviews. In these cases, requests for individual interviews may not be able to be accommodated.

Distribution of materials: Because NASA is committed to spending taxpayers' money as efficiently as possible, Public Affairs materials will be distributed in formats that make the best use of those funds. For example, during an event of wide media interest, printed materials and photographs may be distributed in electronic formats only, as the cost of producing paper copies and color photographic prints would be prohibitive.

VI. Suspension or Revocation of Accreditation

While working at NASA facilities, accredited media representatives will respect and abide by NASA policies, including the Terms of Accreditation in Section V above. Failure to do so may result in temporary suspension or permanent revocation of NASA press accreditation.

VII. Emergency Situations

The Office of Public Affairs recognizes that emergency situations are often inherently newsworthy and will try to work with media representatives so they can cover these stories when they happen. However, when these situations arise, the safety of NASA personnel, media representatives and civilians will be the highest priority, and media representatives will follow instructions from Public Affairs personnel and NASA security officials. Failure to do so may result in temporary suspension or permanent revocation of NASA press credentials.